

USDA [Mission Area/Agency Name] COMMUNICATIONS PLAN OUTLINE
[Insert Title of Cost Comparison]
COST COMPARISON/A-76 STUDY

I. INTRODUCTION

[Include study specific descriptive information (study start and completion dates, Request for Proposal (RFP) release date, if applicable and include draft date and final RFP release dates, scope of the study, number of personnel (full-time equivalents (FTEs), location, etc.)]

II. GOALS AND OBJECTIVES

[Discuss the purpose and line of communications between leadership, both internally and externally including the workforce, customers, industry, the public, stakeholders, Congress, media etc.]

III. ROLES AND RESPONSIBILITIES

[Discuss roles and responsibilities for everyone including, Sub-cabinets, Agency Heads, senior decision makers, cost comparison study team leaders and members, Competitive Sourcing Office, Contracting Office, General Counsel, Corporate Communications, Human Resources Office, functional supervisors, functional teams, employees, unions etc.]

IV. INTERNAL COMMUNICATIONS

[Discuss: notification letter to affected employees, who prepares, who signs; monthly update for affected employees, who prepares, schedules, format with audio hook or VTC for multiple sites etc.; distribution of cost comparison/A-76 study specific questions and answers (Q&As), who prepares responses and specify coordinations prior to release, who distributes Q&As, and how, i.e., web site, monthly meetings etc.; documentation development; contractor support; training sessions; distribution lists; bulletin boards, announcement of study, announcement of tentative decision and final decision; post award, i.e., who appoints study team members and signs appointment letters assigning study team leaders and members, who informs affected employees of position and grade changes; who communicates transition plan and appoints a transition team to implement the MEO/contract etc.]

V. EXTERNAL COMMUNICATIONS

[Discuss who prepares/presents: study announcement; press releases; trade journal announcements; notify the national and local American Federation of Government Employees (AFGE) union representatives of conducting a cost comparison;

communication with industry and the study teams; cost comparisons solicitation actions and market research per FAR Part 7.303, i.e., identify private commercial sources, Industry Day, synopsisizing the requirement in FedBiz including length of time etc.; and requesting assistance from the Small Business Administration, Department of Commerce, and the General Services Administration as appropriate, etc.; notice of solicitations, draft/final, posting the solicitation; solicitation propriety, i.e., draft RFP requesting comments/suggestions, advisory oral presentations; requirements clarifications; pre-proposal bidders conference; site visit for potential offerors; industry questions regarding the solicitation; announcement of the results of the cost comparison study to the public; reports to OMB/Congress as required by policy and law; and communication with sites and public, etc.]

VI. PLAN OF ACTION AND MILESTONES

[Build upon the lines of communications and roles and responsibilities in the previous sections and address: what is the overall timeline of the plan; what messages need to be delivered; how will the message be delivered; who will deliver the message; and who will receive the message? Each of the issues listed should be encompassed in two distinct plans of action and milestones that address the two phases of the cost comparison/A-76 process. The first phase occurs before the notification announcement of the cost comparison/A-76 study. The A-76 Notification Plan of Actions and Milestones is a brief list of actions that serves to inform pre-brief interested parties regarding the upcoming A-76 study such as Sub-cabinets, Agency Heads and senior leaders; allow time to develop questions and answers to post on the web once the study is announced; prepare briefing package for employee notification; prepare press release; prepare union notification letters; notify employees and issue National and Local press releases, etc. After the study has been announced, the A-76 Study Communications Plan of Actions and Milestones details all communications required during implementation and execution of the study.]